



PATENT  
Customer No. 22,852  
Attorney Docket No. 08011.3010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
)  
John DeMayo et al. ) Group Art Unit: 3622  
)  
Application No.: 09/711,261 ) Examiner: CHAMPAGNE, Donald  
)  
Filed: November 10, 2000 )  
)  
For: APPARATUS AND METHOD FOR ) Confirmation No.: 6688  
HYPERLINKING SPECIFIC )  
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THE WORDS INTO )  
ADVERTISEMENTS )

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY UNDER 37 C.F.R. § 1.111**

In reply to the Office Action mailed February 26, 2008, which reopened prosecution subsequent to an October 29, 2007, decision by the Board of Patent Appeals and Interferences, the period for response having been extended through June 26, 2008, by a Petition for Extension of Time of one-month and fee payment filed concurrently herewith, please amend this application as follows:

**Amendments to the Claims** are reflected in the listing of claims in this paper.

**Remarks** follow the amendment section of this paper.

06/06/2008 JADD01 00000091 09711261  
01 FC:1201 210.00 OP

~~06/06/2008 JADD01 00000091 09711261~~  
~~02 FC:1251~~ 120.00-OP